



Client Story

Beverage Company Improves Experience and Speed with Global Design System

Dealing with application irregularities and inefficient development processes, a global beverage company turned to Insight for help building a holistic design system that would ensure a consistent customer experience, faster, more efficient development and enhanced product value.

When it comes to a brand, employees and customers expect consistent experiences. From the layout of a menu to the effect of a hovering mouse over a button, these details shape brand familiarity and impact usability. But without proper guidelines in place, delivering consistent experiences becomes hit or miss.

An alcoholic beverage conglomerate with product teams and contractors dispersed around the world faced this challenge. While IT teams were deploying new applications at a high velocity, irregularities were continuously bubbling up — slowing delivery and diluting the brand.

A lack of clearly articulated global visual language and standards led to duplicated efforts, reduced startup velocity and reliance on “tribal knowledge.”

A need for consistency

Management realized the company brand guidelines, which set the standard for its visual identity, fell short of the design minutia required by its technical design and development teams. The company’s experience design toolkit and brand standards didn’t include digital elements, such as menu placement, button interactions or other specifications, for easy reference by all development and design teams.

A lack of clearly articulated global visual language and standards led to duplicated efforts, reduced startup velocity and reliance on “tribal knowledge.” With every development project, different developers were spinning up their own development environments from scratch — creating inconsistent user interface approaches and a lot of wasted effort recreating code.

Industry:
Beverages

The challenge:

The client needed to spin up applications quickly while delivering brand-compliant visuals and a consistent user experience.

The solution:

- Globally distributed design system
- Centrally defined user experience
- Template source code

Building the design system

Over a span of 22 weeks, Insight worked with a beverage company product owner in an Agile framework to develop a global design system.

The design system serves as a single source of truth for the brand. It encompasses a holistic and detailed set of brand guidelines, from the brand philosophy and principles to components for web and native user interfaces. This ensures all applications have the same look and functionality for a consistent User Experience (UX).

The system also speeds development for the client's design teams by providing a templated, packaged code framework. This gives designers the basic ingredients to begin developing a new application quickly.

Insight worked closely with the client to land on the most appropriate technology stack for its needs. We helped the company build a UX stack comprised of Sketch, InVision® and Abstract®. The client also decided on a development stack with Azure® DevOps, Wordpress®, Synfusion, Xamarin®, Android Material Design and iOS® standards.

Creating a design system gave the company a shared visual language to create consistent experiences across applications and geographies.

Continuous results

Our work with the company resulted in a design system with clear but flexible standards, allowing globally distributed development teams to create a range of internal apps while still adhering to a centrally defined brand.

The return on investment is ongoing, driven by increased speed to market, enhanced product value, greater collaboration and knowledge sharing between teams — and less time and money wasted.

Creating a design system gave the company a shared visual language to develop consistent experiences across applications and geographies. Already experiencing significant wins from the design system, the client is committed to another phase of development to extend the solution further.

Benefits & outcomes:

**Consistent brand
visuals and
experience**
across new apps



**Faster
time to market**

**Improved
collaboration and
knowledge**



**Time and cost
savings**

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